### Board Meeting Attendees

**Date:** Oct 8, 2013  
**Location:** Incline Village Library

<table>
<thead>
<tr>
<th>Board Members in Attendance</th>
<th>Forest Service Representatives</th>
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<tbody>
<tr>
<td>X  Randall Osterhuber</td>
<td>Denny Hogan</td>
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<td>X  Bob Moore</td>
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<td>X  Jason Oelkers</td>
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<td>X  Mark Bunge</td>
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<td>X  Dave Paradysz</td>
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<td>X  Don Triplet</td>
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<td>X  Chip Morrill</td>
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<td>X  Holly Yocom</td>
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<td>X  Dave Fiore</td>
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<th>Forecasters</th>
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<tr>
<td>Todd Offenbacher</td>
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<td>Jeremy Jacobson</td>
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<th>Observers</th>
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<tr>
<td>Steve Reynaud</td>
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<td>Travis Feist</td>
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<th>Board Advisors in Attendance</th>
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<td>Debbie Broback</td>
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<td>Cameron Bordner</td>
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<td>John Swanson</td>
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AGENDA – Items may not be heard in the order they are listed:

A. **CALL TO ORDER** - Establish quorum/Introduction of guests – 6:12 PM

B. **AGENDA AMENDMENTS AND APPROVAL** (2 min)

   Motion: Mark B.  
   2nd: Jason O.  
   Vote: Yea

C. **APPROVAL OF MARCH MEETING MINUTES** (2 min)

   Motion: Don T.  
   2nd: Mark  
   Vote: Yea
D. PUBLIC COMMENT (5 min)

Mike Ferrari, Mt Rose Ski Area Patrol Director had some comments:

- Wants a strong SAC presence at the ski day along with a table and raffle.

- He is attending an AAA workshop in Utah; one of the presentations will be on the long range transceiver that can be mounted in a helicopter. After he returns he will give SAC a briefing. From the September minutes “John Swanson discussed Care Flight’s acquisition of new long-range Barryvox beacon and RECCO receiver. Looking to acquire 2nd set to equip helicopters in both Truckee and Gardnerville.”

- Discussion on a pre-season workshop modeled after Utah and Colorado. ½ day for the Professional Patrollers and ½ day open to the public. Charge public $30 for the workshop.

E. CORRESPONDENCE (10 min)

Andy received the following e-mail in the SAC inbox. After discussion the Board choose to take no action.

-------- Forwarded message --------
From: "Andrew Benton" <abenton@avantlink.com>
Date: Oct 8, 2013 9:36 AM
Subject: Advertising Inquiry
To: <sac@sierraavalanchecenter.org>
Cc:  

Hello SAC,

First off, thank you very much for what you do. As a backcountry enthusiast, I sincerely appreciate what you guys do to get us forecasts.

My name is Andy Benton and I work with AvantLink. We are an affiliate marketing network that have several merchants in the skiing/backcountry/snow sport industry and I am curious if you have ever considered using affiliate marketing to add additional revenue for your organization. We currently already have the Utah Avalanche center in our network and they have produced several sales through their site. If you are unfamiliar with affiliate marketing, we operate on a CPA model where you (as an affiliate/publisher) get paid a commission on sales that are driven through your site.

We have several merchants that I think would do well in your site.

- Tahoe Mountain Sports
- Backcountry.com
- Sierra Trading Post

We also offer several robust advertising tools that drive conversions.

If you are interested, please check out our website or feel free to contact me. If you would like to join the network, please follow the link below to expedite your application process.
F. **FOREST SERVICE REPORT** – Dennis Hogan (30 min)

Denny not available- out of town.

Don has the Ops Plan and will sign. No significant changes.

a. Forecasters’ Update – Andy Anderson

Cal State OHV grant -- Andy is working on signs; needs board input on design. Andy given direction by the Board to move forward with getting the signs manufactured and the materials for the mounting. Will pay Andy and Brandon to install.

Updated internet site. Andy asked Board to check out and send comments to him.

G. **TREASURER’S REPORT** – Randall Osterhuber (10 min)

No Report this month, nothing has changed.

H. **COMMITTEE REPORTS** (20 min)

a. President’s Report – Don Triplett

b. Discussion about adding John Laine to the Board. Randall introduced him last month with a short bio in last month’s minutes. He desires to join us.

   Motion: Don T. 2nd: Randall Vote: Yea

c. Discussion on clothing, hats, jackets. Jason will follow-up with different vendors for execution of hats and shirts with “membership”.

   Don will talk with W.T. Graphics to get new logo digitized.

   We will order more hats, visors and beanies.

   Discussion on placing merchandise in stores.
d. Mark B. will be proofing Jenny’s releases to the public.

e. As a follow-up from last month’s meeting on a fundraising tactics:

**Giving Campaign** - Thanksgiving to New Year’s AVY Bucks. Develop a program for a “SAC” lunch, vendors tack on an extra $1 per lunch for SAC. Don will follow-up.

**Holiday Giving Program.** Participating restaurants will add $1 per meal for SAC. Don will hand this off to Jenny to follow-up and establish program.

f. Follow up to the strategic planning meeting:

**Mission Statement** Don has done a draft re-write of the mission statement. Discussion. Desire for 1 concise sentence.

“To provide snow avalanche safety information for the greater Lake Tahoe area.”

**Vision Statement.** Short discussion. No draft developed.

**Goals.** Some discussion, no draft developed, guidelines for the draft: To make forecast product better. Provide more coverage in right places.

g. Discussion on adding a Forecaster in the southern area.

Brandon and Andy will be tasked to work out details and pros and cons. They will give preliminary report to the Executive Committee prior to the next Board meeting.

h. SAC Media Plan Discussion

- PSA, how to be more effective with it.

- 101.5 morning avalanche report

- Banner for SAC ski days- why can we not put one at Mountain Hardware and CVS centers like other non-profits do? Don will follow-up.
i. CRM up and running. Andy and Jason working to refine.

j. Events overview. Holly reports Squaw/Alpine has donated a Gold Pass for a raffle. Discussion on how best to raffle it.

- Jason working on swag for future events.

- Parasol event – Have Jenny attend and also respond to questionnaire.

Attachment #1

I. STAFF REPORT (30 min) Program Manager Report - Jenny Hatch

NO Report this month

J. ADJOURNMENT - Next Meeting Date – November 5, 2013, LTBMU Office, So. Lake Tahoe

Attachment #1

-------- Forwarded message --------
From: "Megan Weiss" <meganw@parasol.org>
Date: Oct 2, 2013 1:10 PM
Subject: ANN Conference Information
To: "Megan Weiss" <meganw@parasol.org>
Cc:

Please share this information with your colleagues.

Only 2 Weeks of Early Registration for ANN Reno Conference for Nonprofits November 7-8
You are invited to the following event:

ANN RENO CONFERENCE FOR NONPROFITS
'13 NOVEMBER 7-8

Event to be held at the following time, date, and location:

Thursday, November 7, 2013 at 1:00 PM - to - Friday, November 8, 2013 at 5:00 PM (PST)
Harrah's Convention Center
219 N Center St
Reno, NV 89501
View Map

With the federal shutdown and AB 60 regulations upon us, claim your seat at the Nov 7-8 Reno Conference for Nonprofits.
The Alliance for Nevada Nonprofits (ANN) invites you to a special pre-conference workshop on Thurs, Nov 7 on AB 60 compliance as well as a full-day Conference for Nonprofits on Fri, Nov 8 around the topic of "FUNDRAISING & FINANCES: From AB 60 to Best Practices to Certification."

Space is limited. Register today!

REGISTER: Click On the Attend Event Button

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THURS, NOV 7 - 1-4 PM - PRE-CONFERENCE WORKSHOP: AB 60 COMPLIANCE TOOLKIT

This pre-conference workshop gives you all the tools you need to get started in becoming AB 60 compliant and take back to your office!

You will get an AB 60 Compliance Toolkit which includes...
Information Requested for Wish List

Parasol's annual Wish List will be published in local newspapers as well as listed on our website beginning in November.

In order to be included on the wish list, we need the following information emailed to jeane@parasol.org no later than 5 p.m. Friday, Nov. 8, 2013. Any submissions after Nov. 8 will not be included in the wish list.

What to submit
1. Name of your non-profit
2. What a donation for each of the following amounts will provide at your non-profit: $25, $50, $100, $500 and $1,000. For example: A donation of $25 will provide one hour of crisis counseling at . . .
3. How can donations for the above amounts be made to your non-profit? If by check, name to put on check; if by credit card, where to do this (on your website or by calling); if in person, where to drop off.